

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. - 63. (Canceled)

64. (Currently Amended) An advertisement presentation system comprising:
according to claim 55;

a server connected to a network;

an advertisement server distributing an advertisement; and

a user side equipment which presents the advertisement received from the advertisement server while conducting an operation of transmitting/receiving data to/from the server via the network, wherein,

the user side equipment is effective to calculate a time necessary for presenting the advertisement up to the end based on a size of advertisement data and, based on a transmission speed of a communication line and a size of the target data, and adjusts a data transfer speed applied to download the target data in order to finish the downloading operation in the calculated time.

65. - 68. (Canceled)

69. (New) An advertisement presentation system according to claim 64, wherein, said size of the advertisement data is a file size of the advertisement data.

70. (New) An advertisement presentation system according to claim 64, wherein, a portion of the target data is not downloaded to the user side equipment before end of reproduction of the advertisement.

71. (New) An advertisement presentation system according to claim 70,

wherein, said portion of the target data is downloaded to the user side equipment after reproducing the advertisement.

72. (New) An advertisement presentation system according to claim 70, wherein, the user side equipment downloads the portion of the target data by using a URL, received from the advertisement server.